

I see this film as a powerful visual metaphor of how awesome it is to be invigorated and renovated by a good hit of water under a **Delta In2ition Two in One Shower**. In this sense, I think that expanding this experience within the boundaries of premium and elegance should be our goal, underlining the sensorial and even, to some extent, “the spiritual”.

This is what it is all about, and if along way we get some great humor and some knowing smiles, all the better.

I envision this film with a clear dramatic arc divided into 3 ACTS.

ACT 1

This is mainly about the moment prior to our guy turning on the Delta In2uiton Shower. Here we'll have to 2 main goals:

- 1. The setup. I envision showcasing an initial exterior shot of a house showcasing its beautiful architecture, perhaps with a window slightly open. I imagine this as a way to reflect the target audience and their aspirational universe. It's the beginning of the day, around 6-ish. That magic hour when the beautiful bits of light just start to appear, making everything look beautiful but sleepy. As we cut inside, where we see a shot of the home, arriving at an equally beautiful designed bathroom. Perhaps off to the side we see a bedroom light on. Simply to increase the spot visually and portray the fact that someone has clearly just woken up.
- 2. To present our guy. He's in this super sleepy, zombie like state before getting into the shower. Like that typical portrait of "the man before he's had his coffee".

This initial setup shouldn't take too long. Simply an establishing shot where our guy is walking towards the shower, or already there. And perhaps he's wearing a simple pair of boxers. Let's discuss together geography and how to frame this take.

And we'd want a close up to see how almost asleep he is, right before we arrive at the moment when he turns on the shower...

